

Message Text

UNCLASSIFIED

PAGE 01 LONDON 01461 270501Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----045871 271323Z /50

R 261828Z JAN 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 2482

UNCLAS LONDON 01461

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: VSMF INSTALLATION

REF: A) USDOC 1485 B) LONDON 858

1. EMBASSY PRESENTLY WORKING OUT DETAILS ON MARKETING PLAN FOR VSMF WITH LEADING U.K. PROMOTIONAL AGENCY. PLAN INCLUDES MAILOUTS TO CAREFULLY TARGETED PROFESSIONALS, FIRMS, ASSOCIATIONS AND POTENTIAL GOVERNMENT USERS, PLUS EXPOSURE IN SITES AT EMBASSY COMMERCIAL LIBRARY AT THE L.T.C. AND OFFSITE SHOWS IF SATISFACTORY TERMS CAN BE ARRANGED.

2. EMBASSY WELCOMES IHS HELP IN FUNDING PROMOTIONAL MAILINGS AND WE WILL INCLUDE SUCH MAILINGS IN OUR MARKETING PLAN. WE WILL BE HAPPY TO COORDINATE OUR MAILING LISTS WITH IHS IF NECESSARY. EMBASSY PRESUMES THAT LONDON WILL BE ONE OF THREE RECIPIENTS OF 3 X 8 PROMOTIONAL BROCHURE. WE HOPE BROCHURE WILL BE TRANSMITTED UPON COMPLETION AS IT IS AN ESSENTIAL PART OF OUR PROMOTIONAL CAMPAIGN. THIS CAMPAIGN MUST BEGIN IMMEDIATELY TO TAKE FULL ADVANTAGE OF SPRING FLURRY OF COMMERCIAL ACTIVITY. NUMBER REQUIRED - 10000 IF POSSIBLE.
BREWSTER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978LONDON01461
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780040-1065
Format: TEL
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780120/aaaaaqmz.tel
Line Count: 47
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ac4209e0-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 LONDON 858
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 04 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3710815
Secure: OPEN
Status: NATIVE
Subject: VSMF INSTALLATION
TAGS: BEXP, UK
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/ac4209e0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014